

Message Text

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ACTION EB-08

INFO OCT-01 EA-09 ISO-00 OES-06 DLOS-09 CIAE-00
DODE-00 INR-07 NSAE-00 PA-02 USIA-15 PRS-01 SP-02
/060 W

-----270551Z 004113 /23

R 262256Z APR 77

FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO SECSTATE WASHDC 3888

AMEMBASSY CANBERRA

AMCONSUL BRISBANE

AMCONSUL SYDNEY

AMCONSUL AUCKLAND

AMCONSUL PERTH

UNCLAS MELBOURNE 0960

E O 11652 N A

TAGS BEXP, AS

SUBJ: COMMERICAL FISHING EQUIPMENT CATALOG EXHIBITION - FINAL REPORT

REF 10 FAM 366.4(G)(1)

1. FOLLOWING INFORMATION IS IN SUGGESTED FORMAT OF REF INSTRUCTIONS. AMCONSULS SYDNEY AND BRISBANE REPORTING SEPARATELY.

2. NAME OF EXHIBITION: COMMERICAL FISHING EQUIPMENT CATALOG EXHIBITION.

3. PLACE AND DATES OF EXHIBITION: PORT LINCOLN, SOUTH AUSTRALIA, APRIL 15, 1977; MILLICENT, SOUTH AUSTRALIA, APRIL 16; LAKES ENTRANCE, VICTORIA, APRIL 18-19.

4. NUMBER OF FIRMS SUPPLYING CATALOGS: 72

A. NO NTMS: 57

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B. NO SEEKING REPRESENTATION: 32

C. NO RECEIVING REPRESENTATION INQUIRIES: 32

5. NO OF VISITORS

A. REGISTERED: 61

B. TOTAL: 181

6. TOTAL NO TRADE INQUIRIES DEVELOPED: 456

7. NO OF VISITORS FURNISHING INQUIRIES: 52

8. NO OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: 72 (ALL EXHIBITING FIRMS)

9. COMMENTS: THREE-STOP MOBILE SEGMENT OF EXHIBITION HELD IN MELBOURNE CONSULAR DISTRICT CONSIDERED GREAT SUCCESS IN TERMS OF TRADE LEADS GENERATED, PENETRATION INTO AUST COM'L FISHING INDUSTRY WHICH SHOW WAS ABLE TO MAKE, LEVEL OF INTEREST GENERATED, KNOWLEDGE OF INDUSTRY WHICH ITR COFFEY OBTAINED, AND MEDIA COVERAGE. AT ALL LOCATIONS, NUMBER OF VISITORS TO SHOW WAS BOTH GRATIFYING AND BROAD ENOUGH TO BE REPRESENTATIVE OF ALL SEGMENTS OF INDUSTRY: PRIVATE BOAT OWNERS AND CREWS, FISHING CO-OPS (INCLUDING LARGE TURNOUT FROM SOUTH AUSTRALIAN FISHERMEN'S CO-OP-SAFCOL-REPUTEDLY LARGEST FISHERMEN'S CO-OP IN WORLD), GOVT REPS (INCLUDING STATE MP'S), AND BUSINESSMEN.

ITR COFFEY'S EFFECTIVENESS JUDGED EXCELLENT BY VISITORS AND POST ALIKE: COFFEY'S DEPTH OF KNOWLEDGE IN BOTH FISHERIES POLICY AND EQUIPMENT COUPLED WITH PERSONAL CONTACTS IN U.S. INDUSTRY WERE MAJOR FACTORS IN STRONG TURNOUT. ARREST OF RUSSIAN FLAG FISHING BOATS COINCIDENT WITH COFFEY'S ARRIVAL AND CONSEQUENT HIGH LEVEL OF INTEREST
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IN U.S. IMPLEMENTATION OF 200-MILE ECONOMIC RESOURCES ZONE WERE INSTRUMENTAL IN GETTING INTENSE MEDIA COVERAGE OF COFFEY'S VISIT AND CATALOG SHOW: COFFEY WAS INTERVIEWED BY OVER A DOZEN TV AND RADIO STATIONS AND NEWSPAPERS. THESE INTERVIEWS, WHILE NECESSARILY FOCUSED ON U.S. FISHERIES POLICY, ALSO PROVED USEFUL EXTRA MEANS OF CATALOG SHOW PUBLICITY.

FULL REPORT FOLLOWS BY AIRGRAM.
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Message Attributes

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